

## ORDER



KSNV

Orders	Order / Rev:	104655	Alt Order #:	06835929
	Product Desc:	RNC - ROMNEY	Estimate:	279
	Flight Dates:	07/25/12 - 07/31/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/24/12 / 07/24/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	American Rambler Productions		
	Buying Contact:			
	Billing Contact:			
	138 Conant St.			
	Beverly, MA 02494			
	Billing Type:	Cash		
	Billing Calendar:	Broadcast		
	Billing Cycle:	EOM/EOC		
	Agency Commission:	15%		
Advertiser	Name:	RNC/ Romney for President		
	Demographic:	A35+		
	Product Codes:	PLC03		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		
	New Business Thru:			
	Order Separation:	00:15:00		
	Advertiser External ID:			
	Agency External ID:			

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
06/25/12	07/29/12	74	\$86,650.00	\$73,652.50	July 2012	74	\$86,650.00	\$73,652.50	0.00
07/30/12	07/31/12	36	\$33,200.00	\$28,220.00	August 2012	36	\$33,200.00	\$28,220.00	0.00
					Totals	110	\$119,850.00	\$101,872.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Amy McCreary Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	07/31/12	M-F 6-7a WakeUp w/Wagners	6-7a		MT-----	:30	4	\$700.001	0.00	NM	4	\$2,800.00	
				M-F 6-7a WakeUp w/Wagners											
				WAKE W/WAGNRS2 2X/DAY WITH MAX SEP											
				Start Date	End Date	Weekdays			Spots/Week	Rate	Rating				
				Week: 07/30/12	08/05/12	MT-----			4	\$700.00	0.00				
E 2	KSNV	07/25/12	07/27/12	M-F 6-7a WakeUp w/Wagners	6-7a		--WTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00	
				M-F 6-7a WakeUp w/Wagners											
				WAKE W/WAGNRS2 1X/DAY											
				Start Date	End Date	Weekdays			Spots/Week	Rate	Rating				
				Week: 07/23/12	07/29/12	--WTF--			3	\$700.00	0.00				
E 3	KSNV	07/25/12	07/27/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.001	0.00	NM	6	\$8,400.00	
				Today Show											
				TODAY SHOW 2X/DAY WITH MAX SEP											
				Start Date	End Date	Weekdays			Spots/Week	Rate	Rating				
				Week: 07/23/12	07/29/12	--WTF--			6	\$1,400.00	0.00				
E 4	KSNV	07/30/12	07/31/12	Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.001	0.00	NM	4	\$5,600.00	
				Today Show											
				TODAY SHOW 2X/DAY WITH MAX SEP											
				Start Date	End Date	Weekdays			Spots/Week	Rate	Rating				
				Week: 07/30/12	08/05/12	MT-----			4	\$1,400.00	0.00				
E 5	KSNV	07/30/12	07/31/12	M-F Today Show II 3rd HOM	9-10a		MT-----	:30	4	\$500.001	0.00	NM	4	\$2,000.00	
				M-F Today Show II											
				TODAY SHOW 2 2X/DAY WITH MAX SEP											
				Start Date	End Date	Weekdays			Spots/Week	Rate	Rating				
				Week: 07/30/12	08/05/12	MT-----			4	\$1,400.00	0.00				

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 Product Desc: RNC - ROMNEY  
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSNV	07/30/12	07/31/12	M-F Today Show II 3rd CM		9-10a	MT-----	:30	4	\$500.001	0.00	NM		4	\$2,000.00
M-F Today Show II TODAY SHOW 2 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MT----- 4 \$500.00 0.00															
E 6	KSNV	07/25/12	07/27/12	M-F Today Show II 3rd CM		9-10a	--WTF--	:30	3	\$500.001	0.00	NM		3	\$1,500.00
M-F Today Show II TODAY SHOW 2 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 3 \$500.00 0.00															
E 7	KSNV	07/30/12	07/31/12	Olympics Daytime Week CM		9am-4pm	MT-----	:30	6	\$1,200.003	0.00	NM		6	\$7,200.00
OLY DAYTIME 3X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MT----- 6 \$1,200.00 0.00															
E 8	KSNV	07/25/12	07/27/12	M-F Today Show III 4th CM		10am-11am	--WTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
Today 4th Hour TODAY SHOW 3 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 3 \$325.00 0.00															
E 9	KSNV	07/25/12	07/27/12	Noon News	CM	12-1230pm	--WTF--	:30	6	\$425.001	0.00	NM		6	\$2,550.00
Noon News NEWS AT NOON 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 6 \$425.00 0.00															
E 10	KSNV	07/25/12	07/27/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
Days of our Lives DAYS OF OUR LIVES 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 3 \$425.00 0.00															
E 11	KSNV	07/25/12	07/27/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.002	0.00	NM		3	\$525.00
The Doctors DOCTORS 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 3 \$175.00 0.00															
E 12	KSNV	07/25/12	07/27/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$450.001	0.00	NM		3	\$1,350.00
Dr Phil DR PHIL 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 3 \$450.00 0.00															
E 13	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	4	\$700.001	0.00	NM		4	\$2,800.00
4PM NEWS (1 hour) FIRST NEWS 3-4 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MT----- 4 \$700.00 0.00															
E 14	KSNV	07/25/12	07/27/12	News 3 at 4 (1/2 hr)	CM	4-430p	--WTF--	:30	3	\$700.001	0.00	NM		3	\$2,100.00
News 3 at 4 (1/2 hr) FIRST NEWS 3-4 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 3 \$700.00 0.00															
E 15	KSNV	07/25/12	07/27/12	News 3 at 430pm	CM	430-5pm	--WTF--	:30	6	\$700.001	0.00	NM		6	\$4,200.00
News 3 at 4:30PM NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/23/12 07/29/12 --WTF-- 6 \$700.00 0.00															
E 16	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	4	\$700.001	0.00	NM		4	\$2,800.00
4PM NEWS (1 hour) NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12 08/05/12 MT----- 4 \$700.00 0.00															
E 17	KSNV	07/25/12	07/27/12		CM	5-630p	--WTF--	:30	6	\$1,000.001	0.00	NM		6	\$6,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
				NEWS 3 AT 5 2X/DAY WITH MAX SEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	--WTF--			6	\$1,000.00	0.00						
E 18	KSNV	07/30/12	07/31/12	M-F Early News	CM	5-630p		MT-----	:30	4	\$1,000.001	0.00	NM	4	\$4,000.00
				M-F Early News											
				NEWS 3 AT 5 2X/DAY WITH MAX SEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/30/12	08/05/12	MT-----			4	\$1,000.00	0.00						
E 19	KSNV	07/25/12	07/27/12	M-F Jeopardy	CM	630-7pm		--WTF--	:30	6	\$1,000.001	0.00	NM	6	\$6,000.00
				M-F Jeopardy											
				JEOPARDY 2X/DAY WITH MAX SEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	--WTF--			6	\$1,000.00	0.00						
E 20	KSNV	07/30/12	07/31/12	M-F Jeopardy	CM	630-7pm		MT-----	:30	4	\$1,000.001	0.00	NM	4	\$4,000.00
				M-F Jeopardy											
				JEOPARDY 2X/DAY WITH MAX SEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/30/12	08/05/12	MT-----			4	\$1,000.00	0.00						
E 21	KSNV	07/25/12	07/27/12	M-F Wheel	CM	7-730pm		--WTF--	:30	3	\$1,000.001	0.00	NM	3	\$3,000.00
				M-F Wheel of Fortune											
				WHEEL 1X/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	--WTF--			3	\$1,000.00	0.00						
E 22	KSNV	07/30/12	07/31/12	M-F Wheel	CM	7-730pm		MT-----	:30	2	\$1,000.001	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune											
				WHEEL 1X/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/30/12	08/05/12	MT-----			2	\$1,000.00	0.00						
E 23	KSNV	07/25/12	07/26/12	M-F News 3 at Eleven	CM	11pm-1135pm		--WT---	:30	2	\$1,100.001	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS 3 AT 11 1X/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	--WT----			2	\$1,100.00	0.00						
E 24	KSNV	07/25/12	07/27/12	The Tonight Show	CM	1135p-1237a		--WT---	:30	3	\$425.001	0.00	NM	3	\$1,275.00
				Tonight Show											
				TONITE SHOW NBC 1X/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	--WT---			3	\$425.00	0.00						
E 25	KSNV	07/27/12	07/27/12	Olympics Late News 3	CM	11pm-12:35am		----F--	:30	1	\$1,000.001	0.00	NM	1	\$1,000.00
				Late News during Olympics											
				OLY LATE NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	----F--			1	\$1,000.00	0.00						
E 26	KSNV	07/27/12	07/27/12	Olympics Opening Cer	CM	730p-12a		----F--	:30	1	\$10,000.001	0.00	NM	1	\$10,000.00
				Olympics Opening Ceremony											
				OLY OPENING CEREMONY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	----F--			1	\$10,000.00	0.00						
E 27	KSNV	07/28/12	07/28/12	Olympics Primetime	CM	7pm-12am		----S-	:30	2	\$6,000.003	0.00	NM	2	\$12,000.00
				Olympics Primetime											
				OLY WEEKEND PRIMETIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	----S-			2	\$6,000.00	0.00						
E 28	KSNV	07/28/12	07/28/12	Olympics Late News 3	CM	11pm-12:35am		----S-	:30	2	\$1,000.007	0.00	NM	2	\$2,000.00
				Late News during Olympics											
				OLY LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 07/23/12	07/29/12	----S-			2	\$1,000.00	0.00						
E 29	KSNV	07/28/12	07/28/12		CM	4am-6pm		----S-	:30	2	\$1,700.003	0.00	NM	2	\$3,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
Olympics Daytime Week																										
Olympics Daytime WEEKEND																										
OLY WEEKEND DAYTIME																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/23/12	07/29/12	-----S-	2	\$1,700.00	0.00																					
E 30	KSNV	07/29/12	07/29/12	Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.003	0.00	NM		1	\$6,000.00											
Olympics Primetime																										
OLY WEEKEND PRIME																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/23/12	07/29/12	-----S	1	\$6,000.00	0.00																					
E 31	KSNV	07/29/12	07/29/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.007	0.00	NM		2	\$2,000.00											
Late News during Olympics																										
OLY LATE NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/23/12	07/29/12	-----S	2	\$1,000.00	0.00																					
E 32	KSNV	07/29/12	07/29/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00											
Olympics Daytime WEEKEND																										
OLY WEEKEND DAYTIME																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/23/12	07/29/12	-----S	4	\$1,700.00	0.00																					
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